

Issue 2 • Friday, June 27

Resolution latest in nurses' partnership

The AOA House of Delegates has adopted a resolution calling for increased recognition and support of school nurses.

By a voice vote, the resolution passed yesterday afternoon, stating that the "American Optometric Association commends America's school nurses for their unique role in the health care of our nation's students.... encourages all optometrists to communicate appropriately, and in a manner that comports with federal, state, and local requirements, with school nurses regarding their referrals; and pledges its support to our nation's school nurses as they carry out their important mission of coordinating and monitoring the health and well-being of our nation's school-aged children."

The resolution is the latest in a series of relationship-building projects between the AOA and the National Association of School Nurses (NASN).

"We envision this partnership to be a long-term relationship," said Amy Pruszenski, O.D., chair of the AOA's School Nurse Project Subcommittee. "We plan to work on mutual goals that will be in the best interest of the

students and help the nurses have what they need to do their jobs."

The School Nurse Project Subcommittee was formed to guide the development of new school nurse materials by the AOA.

The NASN agreed to a survey of its members regarding their vision-related concerns. More than 1,500 school nurses took the survey, and more than 1,000 responded affirmatively to the question "May we inform local optometrists of your school's interest in the AOA's school nurse resources?"

Based on the information gathered, the AOA will release a school nurse toolkit in September.

"The school nurses feel they are not able to adequately meet the vision needs of the students, and they appreciate the help from optometry," said Dr. Pruszenski. "It would be good for optometrists to make themselves available as contacts."

The NASN has announced it was signing on as a supporter of the Vision Care for Kids Act (S. 1117 / H.R. 507), a bipartisan bill designed to ensure that no child is left behind in the classroom due to a treatable vision problem.

AOA honors profession's luminaries

As part of his first duty as president of the Optometric Physicians of Washington, Michael Noble, O.D., welcomed attendees of the 2008 Optometry's Meeting™ to the Pacific Northwest and the city of Seattle.

The Opening General Session, sponsored by Essilor, kicked off the meeting Thursday morning



Linda D. Johnson, O.D.

with the recognition of the AOA annual award recipients.

AOA President Kevin Alexander, O.D., Ph.D., presented the Distinguished Service Award to his mentor, Arol R. Augsburger, O.D., president of the Illinois College of Optometry.

After more than 40 years in the profession, Dr. Augsburger said he still loves getting up every day and doing what he's doing.

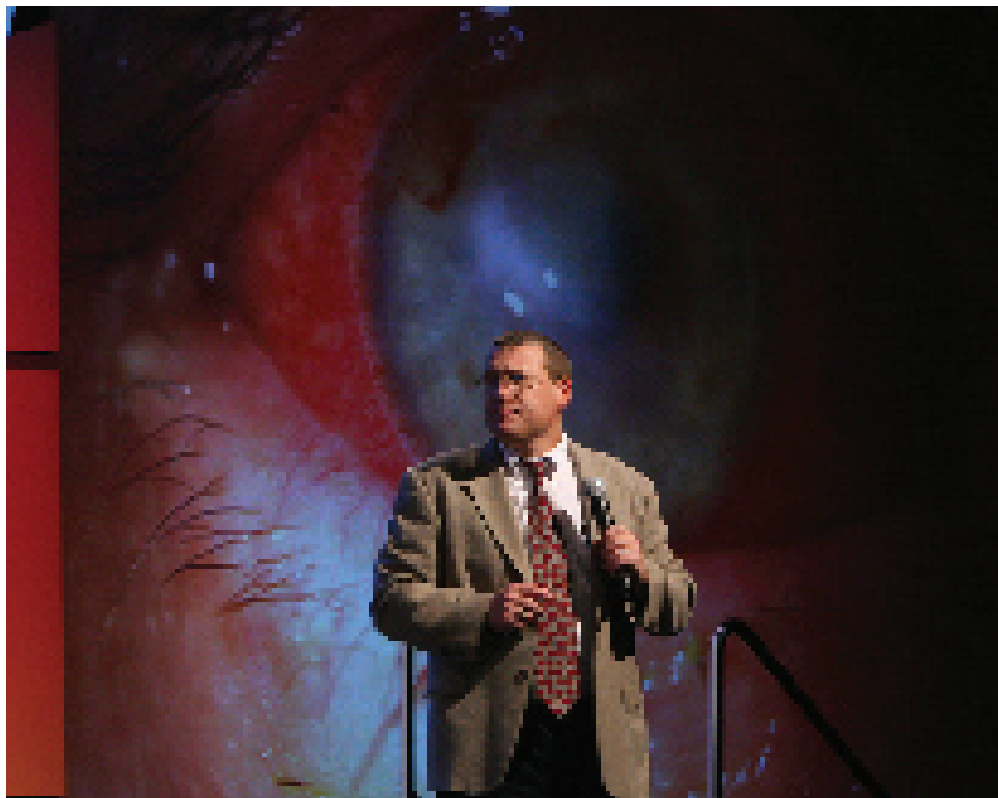
"This is the highest compliment a doctor of optometry can receive from his profession," Dr. Augsburger said of his honor. "I'm proud to have all of you in partnership for these important accomplishments."

Next, Dr. Alexander presented Linda D. Johnson, O.D., with the Optometrist of the Year Award.

Dr. Johnson was the first black female optometrist in Mississippi and started the first optometric health clinic in the state.

"I'm very humbled and hon-

Continued on page 3



Andrew Gurwood, O.D., co-author of "The Handbook of Ocular Disease Management," discussed various disorders of the conjunctiva and cornea during a session at Optometry's Meeting™. Alcon sponsored the session, which was part of the continuing education program.

Breaking news

Senate nearing vote on Medicare Physician Payment cuts

The U.S. Senate is debating legislation (H.R. 6331) backed by the AOA and just approved by the U.S. House of Representatives that would prevent unacceptable cuts in Medicare physician payments of 10.6 percent on July 1 and another cut of more than 5 percent on Jan. 1, 2009.

H.R. 6331 would replace Medicare cuts to ODs, MDs and other physicians with positive updates and stop Centers for Medicine & Medicaid Services officials from implementing its unfair Durable Medical Equipment, Prosthetics, Orthotics and Supplies (DMEPOS) accreditation scheme later this year.

Some senators remain undecided on H.R. 6331. Given the possibility that the bill will be vetoed by the president, the AOA is joining with other provider groups in contacting every U.S. senator to ask for support on this issue. Without U.S. Senate approval of H.R. 6331 by a veto-proof two-thirds majority, Medicare cuts will begin next week.

AOA members are urged to call the Capitol switchboard at 202-224-3121 and ask to be connected to their state's senior U.S. senator. Identify yourself as a doctor of op-

tomety and urge their support on H.R. 6331. Follow-up with a call to your state's other senator.

Nominating Committee recommends slate of candidates

Yesterday morning the AOA Nominating Committee recommended the following candidates for the AOA Board: Randolph E. Brooks, O.D., for president-elect; Joe E. Ellis, O.D., for vice president; Dori M. Carlson, O.D., for secretary-treasurer; David A. Cockrell, O.D., for a three-year term as AOA trustee; Ronald L. Hopping, O.D., for a three-year term as AOA trustee; Greg Hicks, O.D., for a one-year term as AOA trustee and Christopher Quinn, O.D., for a one-year term as AOA trustee. The only contested office as of Thursday afternoon was for the sole position as trustee for one year. Elections will be held Saturday afternoon in the House of Delegates.

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The AOA Contact Lens and Cornea Section has its busiest day of the year today

The hospitality area geared toward CLCS members and prospective members, which opened yesterday, remains open during continuing education hours today. It's located in Room 613 of the convention center. The area offers attendees a chance to relax between courses and hear the latest news from the sponsors, which include Alcon, Allergan, CIBA Vision, and Vistakon®, a division of Johnson & Johnson Vision Care, Inc.

From noon to 1 p.m., the CLCS will hold its Annual Business Meeting and Luncheon, sponsored by Alcon. The CLCS annual business meeting, open to all CLCS members and invited guests, includes the election of section council members, updates on section activities, and the opportunity to interact with the council and awardees.

At the meeting, the section will honor the recipient of the Dr. Rodger Kame Award in appreciation for

outstanding service and dedication to the CLCS. The award is sponsored by The Vision Care Institute™, LLC a Johnson & Johnson Company.

The section will honor the Achievement Award recipient in recognition of outstanding contributions to the optometric profession in the area of contact lenses and eye care. The award is sponsored by The Vision Care Institute™, LLC a Johnson & Johnson Company.

The section will also honor the Luminary Award recipient in recognition of a distinguished clinical practitioner who has developed a contact lens practice and who tirelessly contributes to the development of others. The award is sponsored by Bausch & Lomb.

The recipients of the CLCS Student/Resident Research Awards will be honored at the meeting as well.

Advanced Medical Optics (AMO)

is sponsoring a resident award for research papers on "My Most Challenging Contact Lens Case."

Allergan is sponsoring a student/resident award for research papers dedicated to "Combating Microbial Keratitis in our Contact Lens Patients: Prevention and Treatment."

The AOA CLCS is supporting a student award for research papers on "My Most Challenging Contact Lens Case."

CIBA Vision is sponsoring a student award for research on "Unique Applications of Silicone Hydrogel Lenses."

CooperVision is sponsoring a student/resident award for research papers discussing "Contemporary Contact Lens Management of Presbyopia...Vision Correction Beyond Monovision."

Each first-place award recipient will receive \$2,000, round-trip airfare, two nights' stay at Optometry's

Meeting™, meal reimbursement and a prestigious plaque.

Two runner-up awards will provide \$1,000 and a certificate.

Immediately following the meeting and luncheon, Alcon is sponsoring the "CLCS Korb Award Lecture of Excellence," from 1 p.m. to 2 p.m., featuring lecturer H. Cavanaugh, M.D., Ph.D., and Donald Korb, O.D.

This evening, the CLCS will hold its Awards Reception from 5:30 p.m. to 7 p.m. The CLCS awards reception will honor the recipient of the prestigious Dr. Donald Korb Award for Excellence.

The award is given in recognition of an individual who is a true innovator and leader in the field of contact lenses and anterior segment disease.

The reception and award are sponsored by CIBA Vision.

Later tonight, CooperVision is sponsoring the CLCS Education Reception from 7:30 p.m. to 9:30 p.m.

OEE returns with re-energized format

The Optometric Educators' Exchange (OEE) returns to Optometry's Meeting™ for a third year with an exciting slate of speakers and topics along with a re-energized format.

The OEE will be held today from 8 a.m. to 4 p.m.

The OEE is designed for educators to discover new teaching techniques, network with colleagues and obtain tools they can use in the classroom.

"We have a strong group of speakers this year with two from optometric institutions and two from the National Board of Examiners in Optometry (NBEO)," said Elli Kollbaum, O.D., 2008 OEE chair. "The topics are important ones in the educational arena, including authoring scholarly publications, question writing with insights to changes in the NBEO, clinical teaching fundamentals, and assessing clinical performance. We feel it will be a dynamic program."

Following breakfast, Gregory J. Nixon, O.D., will open the exchange with a morning keynote address on the "Fundamentals of Clinical Teaching."

Dr. Nixon, a clinical associate professor and coordinator of the Primary Care Extern Program at The Ohio State University College of Optometry, will emphasize key principles necessary for training effective clinicians for optometric practice. Features of both didactic and clinical teaching will be presented along with case examples.

Then participants can choose one of the breakout sessions, followed by one hour of networking at roundtables.

The first breakout session will be conducted by Elizabeth Hoppe, O.D., Dr.PH., MPH, editor of Optometric Education and founding dean for the Western University of Health Sciences College of Optometry.

Speaking on "Preparing a Manuscript for Publication in the Professional World," Dr. Hoppe will offer

up-to-date information on taking the leap and moving from an idea to a manuscript, presenting the details from planning stages to final submission.

The second breakout session will be conducted by Linda Casser, O.D., director of Clinical Examinations, NBEO, and Leon Gross, Ph.D., associate executive director and director of Psychometrics and Research, NBEO.

Drs. Casser and Gross will address "Preparations of Assessments That Evaluate Clinical Thinking" and offer valuable information and insight into the NBEO examinations, and associated item-writing and case authoring, to facilitate faculty use of teaching/learning tools and testing of student knowledge in the context of clinical conditions. This session will also familiarize faculty with the anticipated restructured format of the NBEO examinations.

After the furnished lunch at noon, Dr. Nixon will offer the second keynote address, "Assessment of Student Clinic Performance."

Dr. Nixon's afternoon session will review methods of interpreting intern case presentations to look for key relevant features to properly assess clinical management abilities.

Following the address, participants can again choose a breakout session from the two listed earlier.

The day will conclude with more networking at roundtables.

"We've changed the format to allow for discussion through the day and accommodate the busy schedules of the attendees," said Dr. Kollbaum. "If someone cannot attend the full day, participation for part of the day will still be of value and easy to do."

The flexible format remains a bargain at \$25 for all or part of the day. Register for event #0220.

Join faculty colleagues at the Third Optometric Educators' Exchange and be part of the biggest meeting of the year.

Awardees

Continued from page 1

ored," Dr. Johnson said while receiving her award. "I stand in the presence of the many giants who were honored before me."

The Young Optometrist of the Year Award went to Elizabeth Draper Muckley, O.D.



James Kesteloot

Dr. Muckley was instrumental in getting scope of practice legislation passed in Ohio and was the third female member of the National Optometric Glaucoma Society.

"Early in my career, I realized the importance of advancing optometry for the benefit of patient care," Dr. Muckley said.

The Apollo Award was present-



Arol R. Augsburg, O.D.

ed to James Kesteloot, president and executive director of the Chicago Lighthouse for People Who Are Blind or Visually Impaired.

Legally blind himself, Kesteloot transformed the Lighthouse from a local service agency to a nationally respected, multifaceted organization with a global reach.

While receiving the award, Kesteloot noted the most important event in his life was when Alfred Rosenbloom, O.D., D.O.S., used a low vision device to help him read print for the first time as a freshman in high school.

"I've always had a warm place in my heart for optometry," said Kesteloot.



AOA President Kevin L. Alexander, O.D., Ph.D., presents Elizabeth Draper Muckley, O.D., with her award.

Dr. Alexander presented the Paraoptometric of the Year Award to Beverly Roberts, CPOA, president of the Mississippi Paraoptometric Association.

Among her many accomplishments, Roberts worked tirelessly to revitalize the state paraoptometric chapter and is a region leader on the AOA State Government Relations Committee.

"To say it's an honor to be named the Paraoptometric of the Year is the understatement of the year," said Roberts upon receiving the award.

Homelessness beget ‘happyness’ for Christopher Gardner

Christopher Gardner has had a life of extremes, working for some of the top brokerage firms in the country while sleeping under his desk because he was homeless. He also was the subject of the Will Smith film, “The Pursuit of Happyness.”

In the Opening General Session of Optometry’s Meeting™, Gardner pulled back the curtains on both periods of his life. His appearance was sponsored by Essilor of America and he was introduced by Rod Tahrán, O.D., the company’s vice president of professional relations/clinical affairs.

“When the biggest movie star in the world does a movie about you, it gets strange. I was taking time off recently. No Blackberry, no cell phone. My office didn’t know where I was going. I asked the flight attendant, ‘Hey, what’s the movie,’” Gardner said, pausing to let the audience fill in the blanks. “Is that strange? Every time I see that movie I think, ‘It took them \$70 million to recreate what I did with nothing.’”

Gardner entered the public eye with a Barbara Walters interview that aired on a Friday night. By Monday morning, his phone was ringing. Every talk show in the country wanted him as a guest; he declined those offers. And “Hollyweird,” as he calls Tinsel Town, had some bizarre ideas of what to do with his story. One offer was a reality show in which homeless people

were taken off the streets, cleaned up and given a job. Gardner would be the judge of which person had made the most of their lives and they’d win a \$500,000 home and \$500,000 in cash.

“I cannot repeat in public what I told that man, but essentially, I said, ‘Homelessness is not a game. But if you think it is, I’ve already won, so just send me the money.’”

Wall Street beckons

Homelessness was a way of survival and of breaking a cycle. Gardner grew up without a father and a stepfather who told him every day, “I’m not your daddy. You don’t have a daddy.” He vowed at a young age that his children would know him, no matter what it took.

And it took a lot. Sleeping in train stations, in homeless shelters, in public parks, in \$10-a-night hotels. It meant feeding his son while going hungry himself, or selling his blood to pay for meals. All with his 14-month-old son in tow. (In the movie, Chris Jr. was portrayed as older, so there could be interaction between the father and son.)

Gardner’s early career looked bright, before “life happened.” After a stint in the Navy, he worked with Dr. Robert Ellis, a noted surgeon. He co-wrote papers for scientific journals and climbed the career ladder. He fell in love and became a father, “the most important, precious, loving thing in my life.”

Then the trouble started. He left science to go into sales. One day, visiting a client, he saw a man in a Ferrari looking for a parking place. “I said, ‘I’m pulling out and you can have this one. But two questions: What do you do and how do you do it?’”

Gardner began visiting the stockbroker, picking his brain and racking up a series of parking tickets in San Francisco’s financial district. For a year, he interviewed with the region’s brokerages, looking for an entry into a training program. “I heard, ‘No. No. No.’ Everywhere I went. People say, ‘Do you think it was racism?’ No. It was another ‘ism.’ Place-ism. I didn’t have a college degree and I wasn’t well connected.”

After a year of interviewing, he finally landed a training position. He quit his job selling medical equipment and turned in his box of supplies. “If my old branch manager were here, he’d tell you I threw it at him. I’ll compromise and say it fell abruptly.”

Gardner showed up for the training position on a Monday morning, only to find that the man who had given him the shot had been fired the previous Friday. With no job, tensions escalated at home.

The fighting began and, after one loud argument, neighbors called police. They ran the license plates, finding \$1,200 in unpaid parking tickets accumulated on his trips to

visit the Ferrari-driving broker. He was locked up with a murderer, rapist and arsonist. “I told them, ‘I’m here for attempted murder and I will try it again.’”

He spent 10 days in jail and, from a pay phone there, rescheduled an interview with a broker for 6:30 a.m. the day after he was due to be released. He knew in his gut what he’d find when he was released. His partner and baby were gone, the house empty “except for the dust.” Anything resembling business attire was gone, too. He showed up for his interview in jeans “and a Members Only jacket.

“I couldn’t think of anything bi-

After a year of living on the streets, Gardner scraped together enough to rent a home. After sleeping on the floor the first night, his son was confused. Why didn’t they gather up all their belongings and take them along as they had for the past year? “I can’t tell you what it felt like to say, ‘we’ve got a key now.’”

Finding happyness

He was recruited by Bear Sterns, and things finally began to turn around. “He asked about my salary. I said the biggest, most obscene figure that would come out of my mouth: \$5,000. He said, ‘Here’s an advance. Go buy some new clothes.’”



Christopher Gardner provided the keynote address at the Opening General Session of Optometry’s Meeting™, telling how he’d gone from sleeping in bus stations to the pinnacle of Wall Street success to a Hollywood movie.

zarre enough, so I told the truth. Turns out Mr. Costello had been married three times and started telling me stories about his exes.”

Gardner got the job, with its \$1,000 a month pay—enough to rent a room in a boarding house. By day, he’d dial the phone, cold-calling 200 potential clients a day. At night, he’d study. One night, his ex showed up with the baby in tow. “She said, ‘I can’t do this anymore. It’s your turn.’”

Out on the streets

The boarding house didn’t allow children and Gardner found himself and his son immediately homeless.

He and his son began moving around, from homeless shelter to hotel to the streets. Each morning, he’d pack his son, stroller, clothes and a briefcase. He’d wear one suit and carry the other over his shoulder.

Leaving his son at a daycare was the hardest part of his day. Working a job he loved created the second hardest. “The second the market closed, it was, ‘Do I have enough to eat and get a hotel?’ I worked on commission and I knew if I stayed on the phone another five minutes, I’d get this sale. But I’d miss the bus, be late to the center and then late to the shelter and there would be no room. But sometimes, I’d stay on that phone for those five minutes.”


I went out and bought my first two pinstripe suits—one blue, one gray.”

Because it was the ‘80s and Texas was making millionaires with each barrel of oil pumped, he began cold calling oil barons. He hit it off with one who would launch into a series of racist jokes before saying, “Buy me 50,000 shares of whatever you called me about.”


When the Texan flew to San Francisco to meet Gardner face to face, Gardner reached out his hand. “You could see all the blood drain from his face. But I kept the focus on the work and how we’d grown his portfolio. I said, ‘It’s not a black thing or a white thing. It’s a green thing.’ From then on, whenever I called, he’d tell me knock-knock jokes.”

Keeping his eye on the main goal allowed Gardner to endure no matter what came his way. While he’s clearly pleased that the movie earned Will Smith an Academy Award nomination and was seen by 1 billion people and that his book stayed on the New York Times best-seller list, his proudest accomplishment is the legacy he left his family.

“I probably won’t be here to see my great grandchildren,” he said. “But because I broke that cycle (of absent fathers), that will be my greatest contribution to my family, my community and this country.”



The See-attle Times
Daily News from the 2008 Optometry's Meeting®



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June 2008

AMO
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Big day for continuing education already in motion

Today at Optometry's Meeting™ will be filled with continuing education geared toward both new and longtime practitioners and everyone in between.

Many attendees have started the day with a free breakfast seminar.

AMO is sponsoring "Drops and Drugs: Can You 'Cure' Chronic Dry Eye?" Optometrists are debating the possibility of curing dry eye versus just managing the clinical signs and symptoms with drops, drugs and plugs. (Lecturers: S. Morris, O.D.; K. Nichols, O.D., Ph.D., MPH)

Bausch & Lomb is sponsoring "Contact Lens Care System Grand Rounds: A Clinician's Assessment of Solution Compatibility," (Lecturer: R. Robinson, O.D.) The course highlights contact lens care compliance issues as the No. 1 issue facing doctors as they strive to keep their patients' eyes healthy.

Allergan is sponsoring "The Latest and Greatest News in Optometry," with moderator S. Morris, O.D., and lecturers J. Gerson, O.D.; K. Mastrotta, O.D.; M. Pohl, O.D.; and C. Quinn, O.D. A panel of experts reviews several articles appearing in the past 12 months, provides a synopsis of the articles, and discusses their relevance to clinical optometry.

Late-morning courses

The Vision Care Institute is sponsoring "Fitting Teens and Tweens with Contact Lenses," course #2010, from 10 a.m. to noon. Lecturer Jeffrey Walline, O.D., Ph.D., will compare the fitting, ocular health and other benefits of contact lens wear between children and teens and provide tips on fitting children. Myopia control with contact lenses will also be discussed.

Carl Zeiss Meditec is sponsoring "Innovations in Technology: Anterior and Posterior Disease Management," course #2210, from 10 a.m. to noon. Lecturers Ben Gaddie, O.D. and Paul Karpecki, O.D., will highlight recent advances in imaging the

anterior and posterior segments. Attendees will learn practical applications of technology for managing anterior segment disorders and indications for use in refractive surgery decisions.

Bausch & Lomb is sponsoring "The Ultimate 'How To': Contact Lens Patient and Practice Management Symposium," course #2310, from 10 a.m. to noon. Lecturers B. Eiden, O.D.; R. Fuerst, O.D.; Paul Klein, O.D.; Jack Schaeffer, O.D.; Louise Scalfani, O.D.; C. Sindt, O.D.; L. Zigler, O.D. will reveal the state-of-the-art patient and clinical management systems that have allowed them to develop multimillion-dollar practices. The course will cover lens systems, medical treatment modalities, staff development strategies and personal experiences.

Signet Armorlite is sponsoring "Aspiring to Be a Million-Dollar Practice," course #2510, from 10 a.m. to noon. Lecturers Howard Braverman, O.D.; P. Liane, O.D.; and Kirk Smick, O.D., will teach attendees how to deal with managed care, maximize staff efficiency, differentiate a practice from a retail practice and will also explain the metrics of measuring staff training and performance.

Heidelberg Engineering is sponsoring "New Technologies for Anterior Segment Imaging and Clinical Evaluation," course #2710, from 10 a.m. to noon. Lecturers W. Marcolini, O.D. and C. Quinn, O.D., will cover anterior segment imaging with an emphasis on corneal pathology, including parasitic, fungal and herpetic keratitis.

Bausch & Lomb, MSS, Optos and ZeaVision are co-sponsoring the "Latest Science and Technology on Prevention and Early Detection of AMD—A Practical Approach," course #2810, from 10 a.m. to noon. Lecturers J. Gerson, O.D.; W. Jones, O.D.; and S. Richer, O.D., Ph.D., will cover new state-of-the-art technology to help prevent, slow or mitigate progression of age-related macular

degeneration (AMD). The course will focus on current knowledge of nutrition while providing practical information on new screening devices that can quantify risk factors associated with AMD.

CIBA Vision is sponsoring the "New in Practice—Session #3: Financial Management," course #0225, from 10 a.m. to noon. Lecturers K. Davis, O.D.; and L. Sorrenson, O.D., will discuss cash flow, gross versus net profits, tax considerations for the sole proprietor or S-corporation, and retirement planning. Attendees will gain a basic understanding of the financial aspects of starting and running a practice.

The Education Theater will feature "Refractive Surgery 2008—Don't Be Left Behind," course #T231, sponsored by AMO from 10:30 a.m. to 11:30 a.m. Lecturer S. Black, O.D., will update practitioners on refractive surgery technology and discuss how procedures and technology have changed.

Afternoon sessions

Alcon is sponsoring the Contact Lens and Cornea Section (CLCS) business meeting and lunch in conjunction with the CLCS Korb Award Lecture of Excellence. The business meeting and lunch are from noon to 1 p.m.

The "CLCS Korb Award Lecture of Excellence," course #2312, is from 1 p.m. to 2 p.m. Lecturers H. Cavanaugh, M.D., Ph.D., and Donald Korb, O.D., will honor this year's award winner, and the lecture will update attendees on the most current information in anterior segment physiology and contact lenses.

The Education Theater will feature "Reaching New Heights with EHR," course #T233, sponsored by OfficeMate from 1:30 p.m. to 2:30 p.m. Lecturer Ian Lane, O.D., will lead this interactive program to review and demonstrate the elevated standard of patient care when cur-

rent technologies are integrated into an electronic health record (EHR).

Heidelberg Engineering is sponsoring "Glaucoma Grand Rounds: Emerging New Technologies and the Relationship of Structure and Function," course #2715 from 2 p.m. to 4 p.m. Lecturers Murray Fingeret, O.D., and J. Flanagan, Ph.D., M.C.Optom. will use a case-based approach to explore the integration of new technologies that will help combine structure and function analysis.

Optos is sponsoring "Retina Interactive Grand Rounds: What Would You Do?" course #2215, from 2 p.m. to 4 p.m. Lecturers J. Gerson, O.D., and W. Jones, O.D., will discuss ways to handle different retinal conditions. Cases will be presented and treatment and follow-up discussed.

CIBA Vision is sponsoring "The Greatest Anterior Segment Disease and Medical Management of Contact Lens Course—Ever!" course #2315, from 2 p.m. to 4 p.m. Lecturers Michael DePaolis, O.D.; Paul Karpecki, O.D.; Donald Korb, O.D., and Jack Schaeffer, O.D., will present a unique program to enhance practitioners' clinical diagnostic and treatment abilities.

The Education Theater will feature "Boosting Contact Lens Compliance with Care Products," course #T234, sponsored by AMO from 3 p.m. to 4 p.m. Lecturer Glenda Secor, O.D., will emphasize a "back-to-basics" approach of optimizing the solution with the lens material by prescribing care products and recommending a return to "rub and rinse."

Next, the Education Theater will feature "Retina: Back to Basics," course #T235, sponsored by VSP from 4:30 p.m. to 5:30 p.m. Lecturer M. Pohl, O.D., will review the importance of thorough ocular funduscopic examination with dilation, using the techniques of binocular indirect ophthalmoscopy and fundus biomicroscopy to complement non-mydriatic new technology.

What attraction in Seattle are you most eager to check out?



"I'm looking forward to showing off my city."
Shelby Robinson, O.D.
Tacoma, Wash.



"The whole experience of the city - the mountains."
Ann Nguyen, O.D.
Jacksonville, Fla.



"Pike Market."
Bruce Hammonds, O.D.
Watkinsville, Ga.



"Space Needle."
Linda Ngo
Illinois College of Optometry
Chicago, Ill.

National commission to place optometry at the forefront of health care policy

Edwin Marshall, O.D., MPH, chair of the National Commission on Vision and Health told the AOA House of Delegates yesterday how the mission of the National Commission on Vision and Health is to improve the nation's vision health by collaborating with experts in science and health policy to ensure informed analysis and policy recommendations in order to prevent blindness, improve visual function, and eliminate vision health disparities.

"Our goal is to assure that access to vision care is integrated into public health policy and programs at the national, state, and local levels," Dr. Marshall said.

Dr. Marshall said vision care issues are too often invisible in the development of health policy within government agencies.

"Optometrists are rarely represented in public health agencies and other policy-making entities. Often the role of visual function and eye health is sidelined in policy discussions at all levels of government," he said. "Consequently, the profession is continually reacting, through advocacy and legislative initiatives, to the problems of under rep-

resentation of vision and eye health policy in government programs."

Dr. Marshall described how in 2001, the AOA Board approved the Healthy Eyes Healthy People® (HEHP) initiative, which addresses the overall goals and 10 vision objectives of Healthy People 2010. HEHP has been a tremendously successful program resulting in a 2002 Memorandum of Understanding between the AOA and the U.S. Department of Health and Human Services, which was renewed through 2009 based on the program's accomplishments. Those programs include six national conferences with speakers from federal agencies and national health associations and the funding of over \$800,000 to more than 40 state optometric associations for 210 collaborative, community outreach projects.

"With the Healthy Eyes Healthy People® initiative, the American Optometric Association has matured with extensive frontline experience in multidisciplinary collaboration," he said. "We have developed new friends and allies through effective service partnerships in locally led community health projects and through Memoranda of Understanding with national entities,

such as the American Public Health Association, the National Rural Health Association, and the National Association of Community Health Centers. We believe that HEHP can be the foundation of a new initiative to make vision health visible in the broad debate about community health and public policy."

Building on the achievements of HEHP, Dr. Marshall noted, AOA President Kevin Alexander, O.D., Ph.D., envisioned that the next step was to develop the National Commission on Vision and Health, which would weave vision health into the debate of broader health care issues. Dr. Alexander worked with incoming AOA Executive Director Barry Barresi, O.D., Ph.D., to develop the concept of the commission.

"The commission is designed to create a credible voice for vision care access and full inclusion of optometry in all aspects of health care policy making. To gain national visibility, the commission will convene meetings, release policy papers, and issue comment on prominent health issues of the day. These work products of the commission will serve as new tools for vision health advocacy efforts," Dr. Marshall said.

"The commission will help mobilize a public consensus to articulate through public policy the importance of vision care to the health of the public and establish appropriate high level positions for optometry expertise in key federal and state public agencies," Dr. Marshall said. "Vision care and the role of optometry in the health status of all Americans will only achieve its full realization when our national policy infrastructure fully embraces vision health expertise."

The commission is composed of high-profile members from various disciplines who are recommended by the Nominating Committee and approved by the AOA Board. At least two-thirds of the members are non-optometrists who represent the broadest array of stakeholders and expertise in health care. The non-optometrists currently serving are a dentist, a physician assistant, an ophthalmologist, a state health department chronic disease program specialist, a Medicaid policy specialist,

the executive director of the National Medical Association, and a disabilities specialist from the Centers for Disease Control and Prevention.

The optometrists on the commission are a former congressman and current state insurance commissioner, a CDC vision program specialist, and Dr. Marshall.

The commission's work is supported by Chief of Staff John Whitener, O.D., and Peter Shin, Ph.D., health policy



Edwin Marshall, O.D., MPH

research professor from the George Washington University School of Public Health and Health Services.

The commission held its organizing meeting on April 29, 2008, at the George Washington University Department of Health Policy in Washington, D.C., and identified priority issues for the staff to begin researching and drafting position papers for further commission action. Those issues include:

1. The inclusion of children's vision services into any federal health reform legislation or regulatory policy changes, and

2. The reimbursement from Medicaid and Medicare to optometrists for providing smoking cessation counseling.

The first formal meeting of the commission will be in late September in Washington, D.C., at which time the commission will evaluate draft position papers and make recommendations for official policy positions to be released to the public, government agencies, and legislators.

Raising a glass to Optometry's Meeting™



New technology, innovative products and daily giveaways had attendees of Optometry's Meeting™ lined up for the ribbon-cutting yesterday. The hall features 185 exhibitors. The Washington Wine Experience, sponsored by HOYA, showcased wines from the Evergreen State. Exhibit hall hours continue from 10 a.m.-6 p.m. today, with Microbrew Mania at 4:30 p.m., and from 9 a.m.-2 p.m. Saturday. Look for the New Technology and Product Showcase Theater, a new feature. Attendees can also register for chances to win "Money-to-Burn" prizes, a home entertainment system courtesy of HOYA, or a luggage and American Express gift card giveaway courtesy of the AOA.

Sports vision takes the lead today

The AOA Sports Vision Section (SVS) will keep Optometry's Meeting™ attendees active with a full schedule today.

"Dynamic Visual Acuity Assessment Update and a Sports Vision Patient-Athlete Experience at Nike SST and MJPC," course #2610, will be from 10 a.m. to noon, featuring lecturers Brad Coffey, O.D., and Alan Reichow, O.D.

This course will review various approaches to Dynamic Visual Acuity and introduce new computer-based instrumentation.

The lecturers will provide an overview of the new Michael Johnson Performance Center (MJPC) with integrated Nike Sensory Sport Training (Nike SST). They will present case studies of athletes receiving services.

The section will hold its Annual Business Meeting from 1 p.m. to 2 p.m. today.

The section's Council Meeting will be from 2 p.m. to 5 p.m.

"Visual Performance in Golf and Shotgun Sports," course #2615, will be from 2 p.m. to 4 p.m. today, featuring Dr. Coffey.

This course is designed to introduce the optometrist to several visual skills necessary for consistency in target localization in golf putting and shotgun sports. Recommended methods of evaluation and enhancement will be covered.

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References

1. Goleman RL, 2007. Interim results, clinical study. Advanced Medical Optics, Inc., Menlo Park, CA.
2. Goleman RL, 2007. Commercial ICD, Ophthalmic Consultants of Long Island, Rosenthal's Center, NY.

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